



# **ZebraPass**

Darrel Pinson, VP Engineering

# ZebraPass Overview

- Founded August 1999
  - Washington, DC- based technology company
  - Targeting sports, entertainment, and retail
  - Build and strengthening patron relationships
- ZebraPass is the mobile marketing system of choice for the most powerful and selective sports, entertainment and retail organizations.

# ZebraPass™ ... Today's Mobile Marketing System

- Enables delivery of a new class of patron services and rewards
  - Sports teams and their fans
  - Entertainment venues and their patrons
  - Related merchants and their customers
- Builds and strengthens patron relationships while increasing revenues

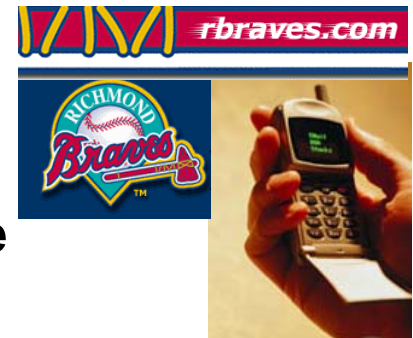
- **Personalized Point-of-Presence Rewards**



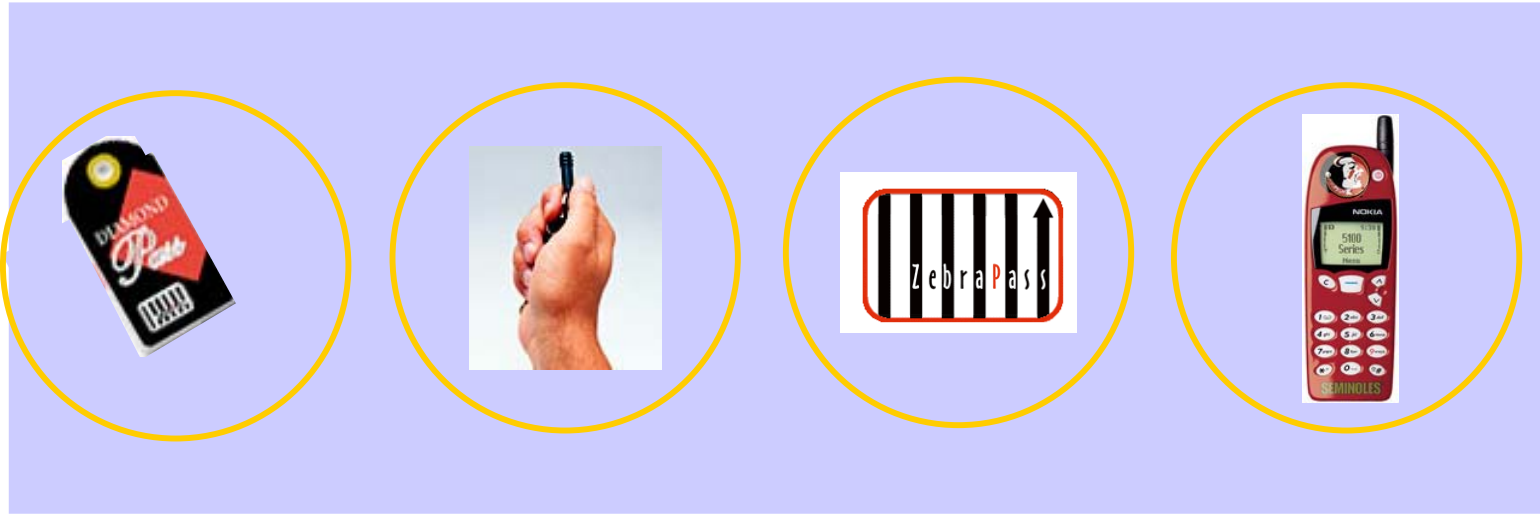
- **Admission Control**



- **Integrated Mobile Commerce**

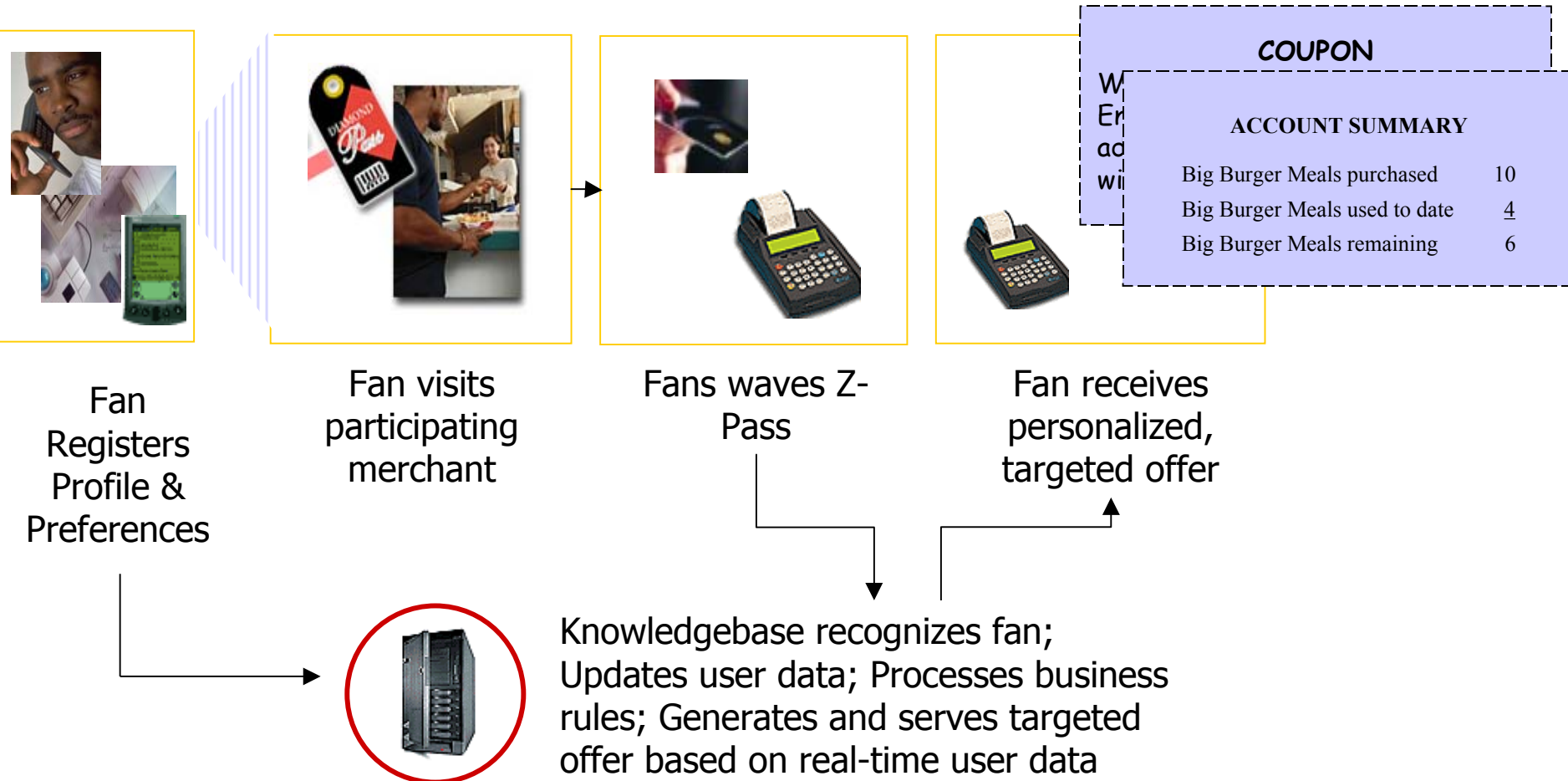


# Existing Technologies



***A mobile RFID device contains the fan's unique ID***

# Database –Driven Rewards



# Benefits of the ZebraPass Platform

**Fans**



- **Personalized rewards**
- **Continuous and real time recognition**

**Merchants**



- **Increased traffic and revenue**
- **Comprehensive customer understanding**

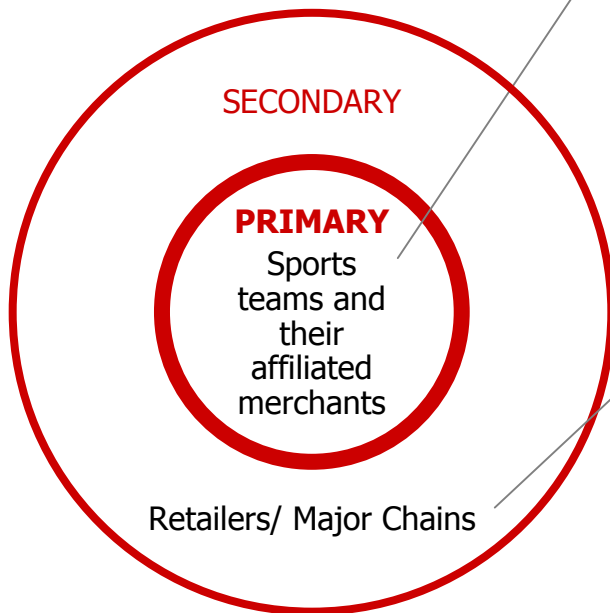
**Teams**



- **Monetizing the fan base**
- **Comprehensive fan understanding**

# Marketing Strategies

## Market Targets



- Rationale

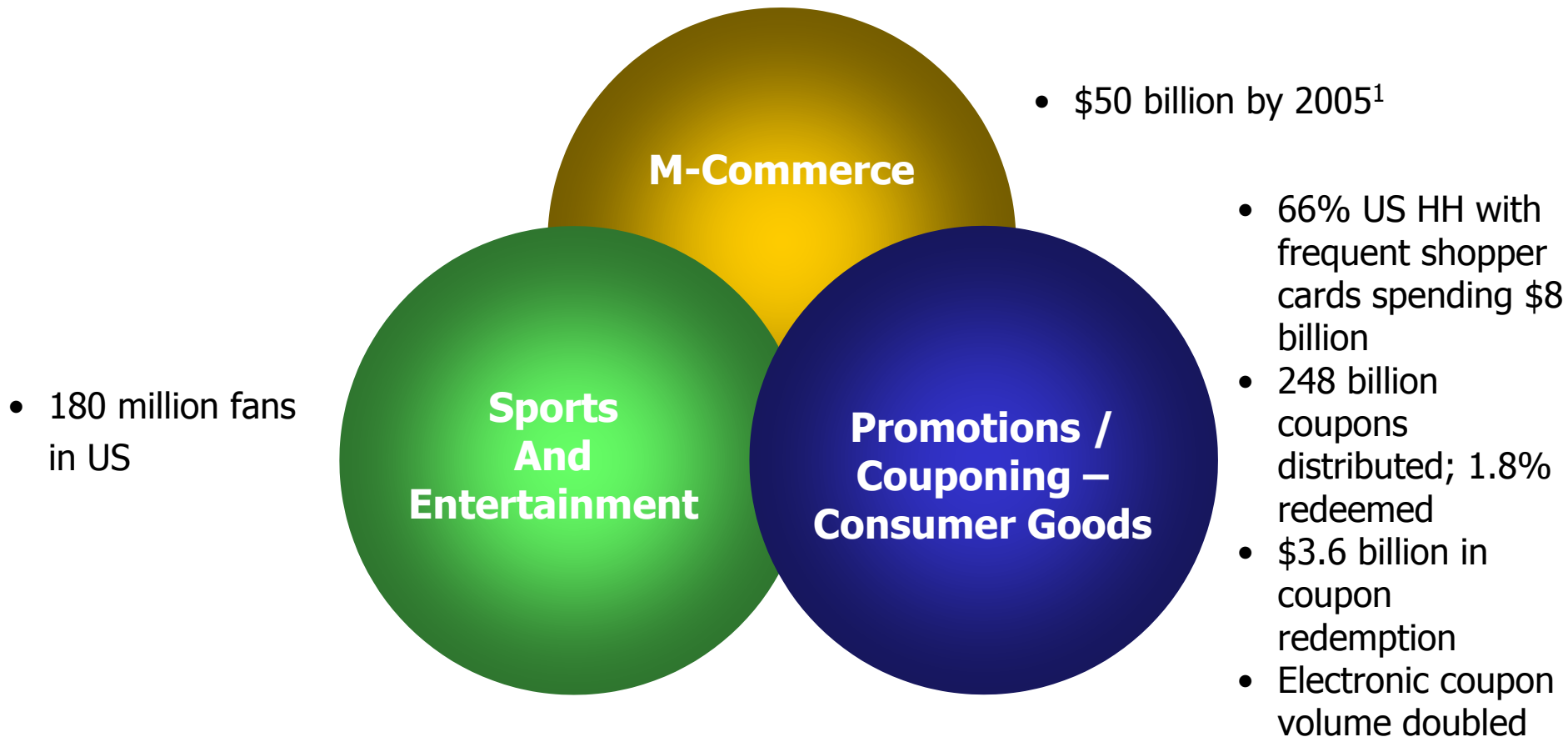
- Localized base of fans with strong affinity
  - Acquisition efficiency
  - Regional focus
- Established merchant and sponsor base
  - Network development

- Rationale

- Large, localized customer bases
  - Acquisition efficiency
- High transaction volume
  - Revenue production

**Develop critical mass and competitive insulation**

# ZebraPass Capitalizes on the Intersection of Three Major Markets



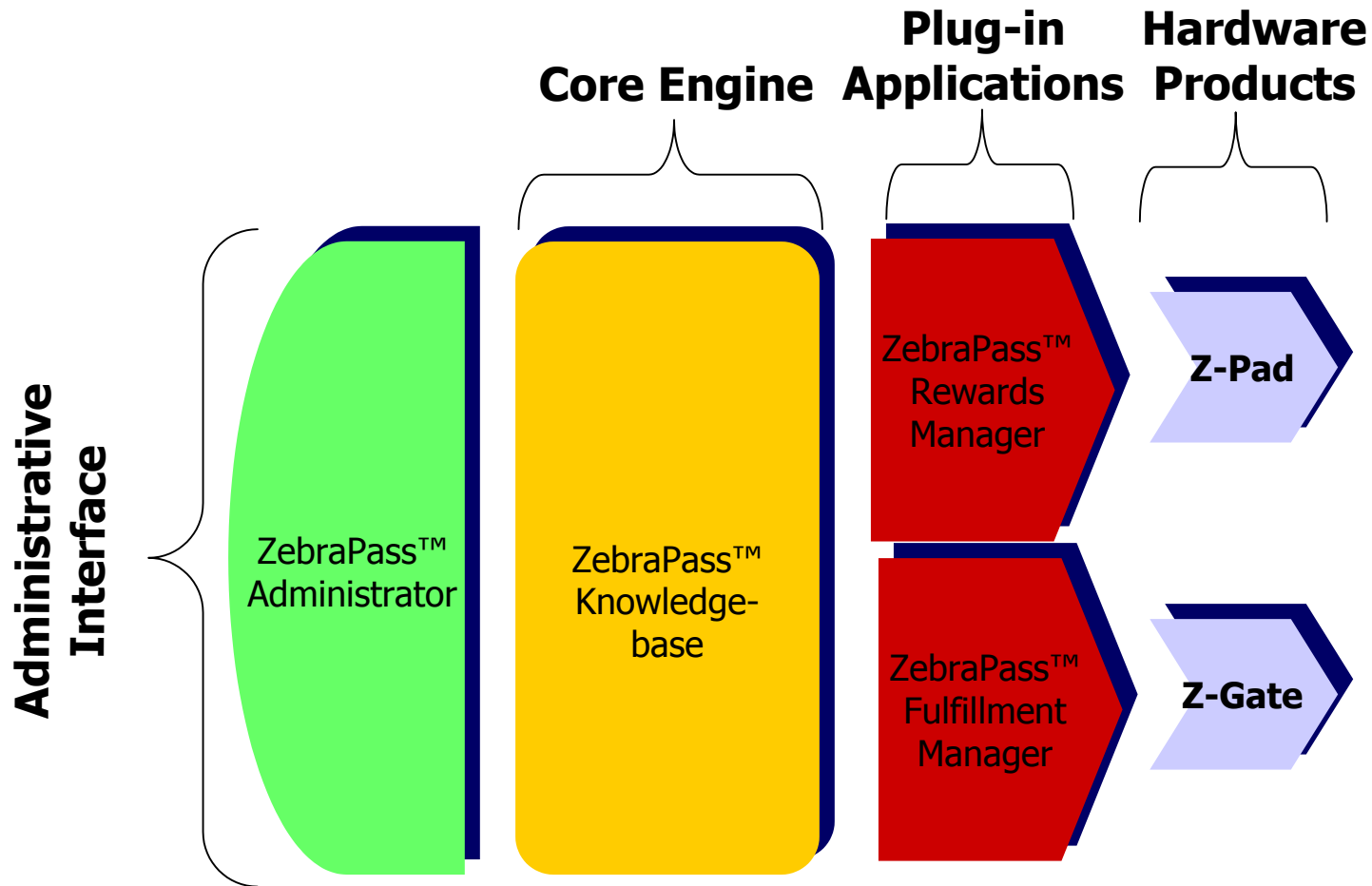
Source: The Yankee Group



# ZebraPass: A Leader in the M-Commerce Transition

- New Markets
  - Sports and entertainment
  - Related Retail
- Consumer Adoption
  - Educates consumers on ease of mobile world
  - Adapts to needs of sports, entertainment and retail venues during transition period

# Integrated Product Suite





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